

Daimler-Benz celebrates its 100th year on the road

This marks the 100th anniversary of the automobile and the 100th birthday of Daimler-Benz, the company that descended from the two men, Karl Benz and Gottlieb Daimler, who put the world in cars.

Today, a century later, there are more than 450 million cars on the road.

Benz, working in the southwest German city of Mannheim, received the patent for the world's first automobile powered by an internal combustion engine — a three-wheeler — on Jan. 19, 1886.

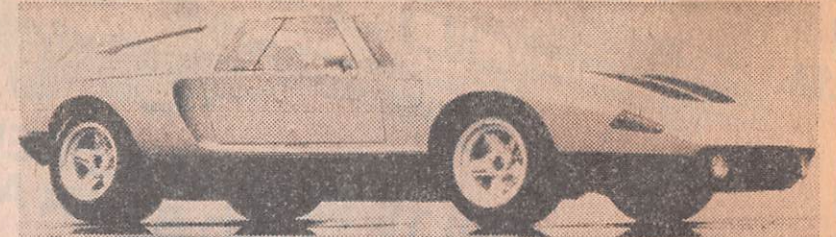
Daimler, working only 60 miles away in a Stuttgart suburb, had been the leader in perfecting the four-stroke internal combustion engine that powered the first cars then and the great majority of the automobiles today.

Daimler was the first great visionary of the transportation field. He felt the engine which he had developed was the answer to man's ancient concept of self-power, individual transportation on land, on the sea, and even in the air.

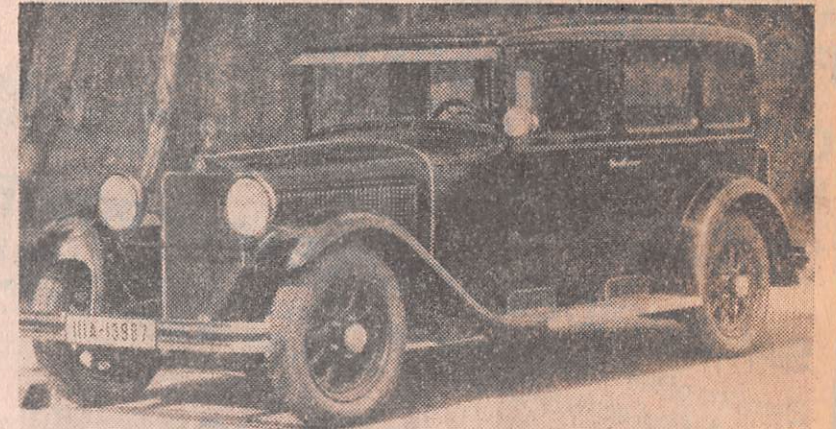
In 1885, Daimler built the first land vehicle powered by an internal combustion engine — it was a motorcycle. Then, in 1886, shortly after Benz's patent was issued, Daimler built the world's first four-wheel automobile. Later that year he became the first to put an internal combustion engine in a boat, and in 1888 put engines in a Zeppelin, thus making him the pioneer figure of all three modes of travel.

Daimler died in 1900 at the age of 60, Benz lived until 1929, when he died at the age of 84. The two men never met.

The Daimler company and Benz merged in 1926, as a result of bad eco-



This turbocharged Mercedes set three world records in '76.



This 1901 car was the first to carry the Mercedes name.

? Looks 1920
nomic conditions in Germany. The company has been known as Daimler-Benz, makers of the Mercedes-Benz since.

Through the teens and 20s, the Mercedes-Benz was best known for expensive, relatively low-volume cars.

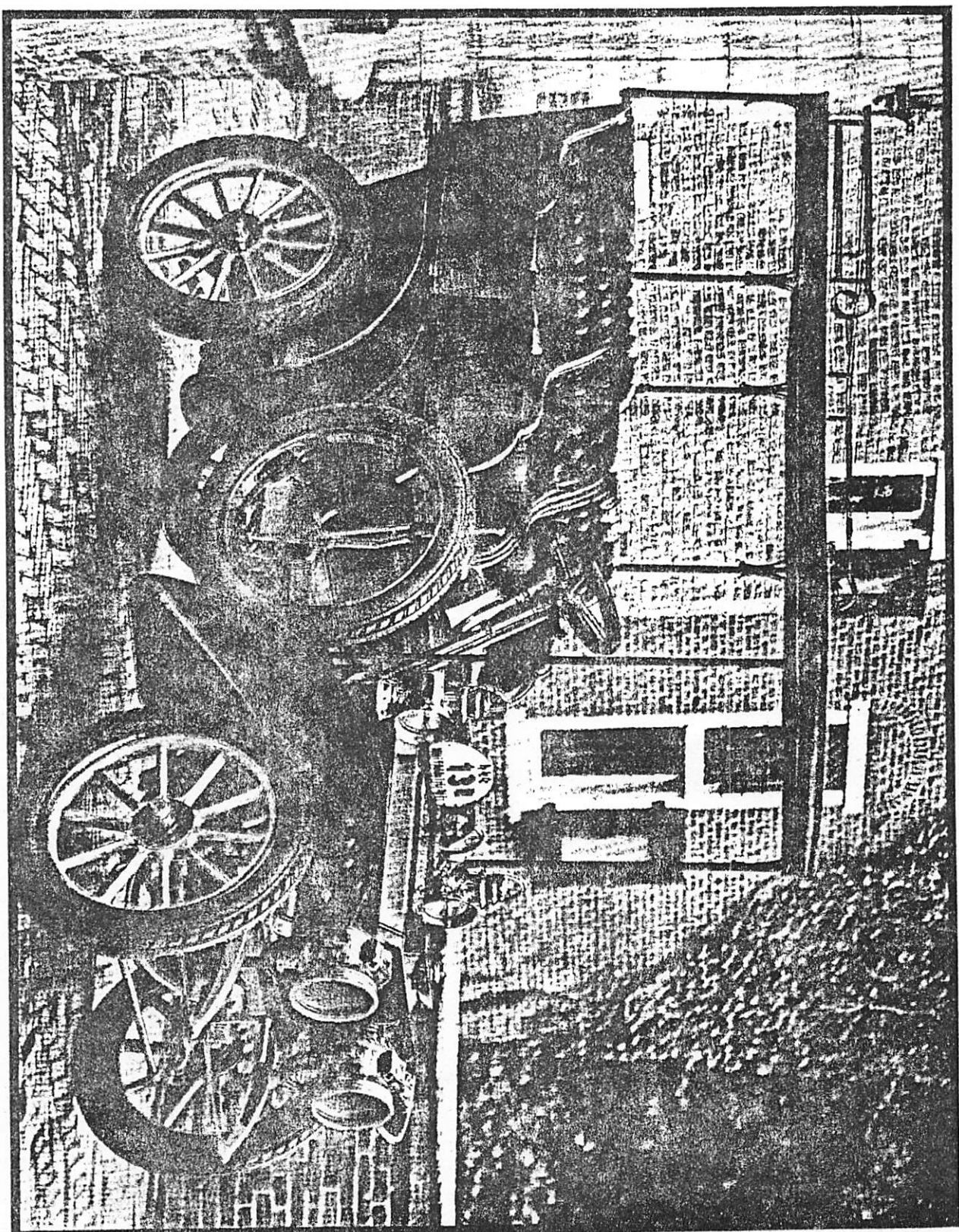
In the 1930s, the Daimler-Benz was famous for its racing success.

Then during World War II, the Stuttgart factories were practically destroyed, but once peace returned the cars carrying the three-pointed star became one of the leading examples of the Germany economic miracle.

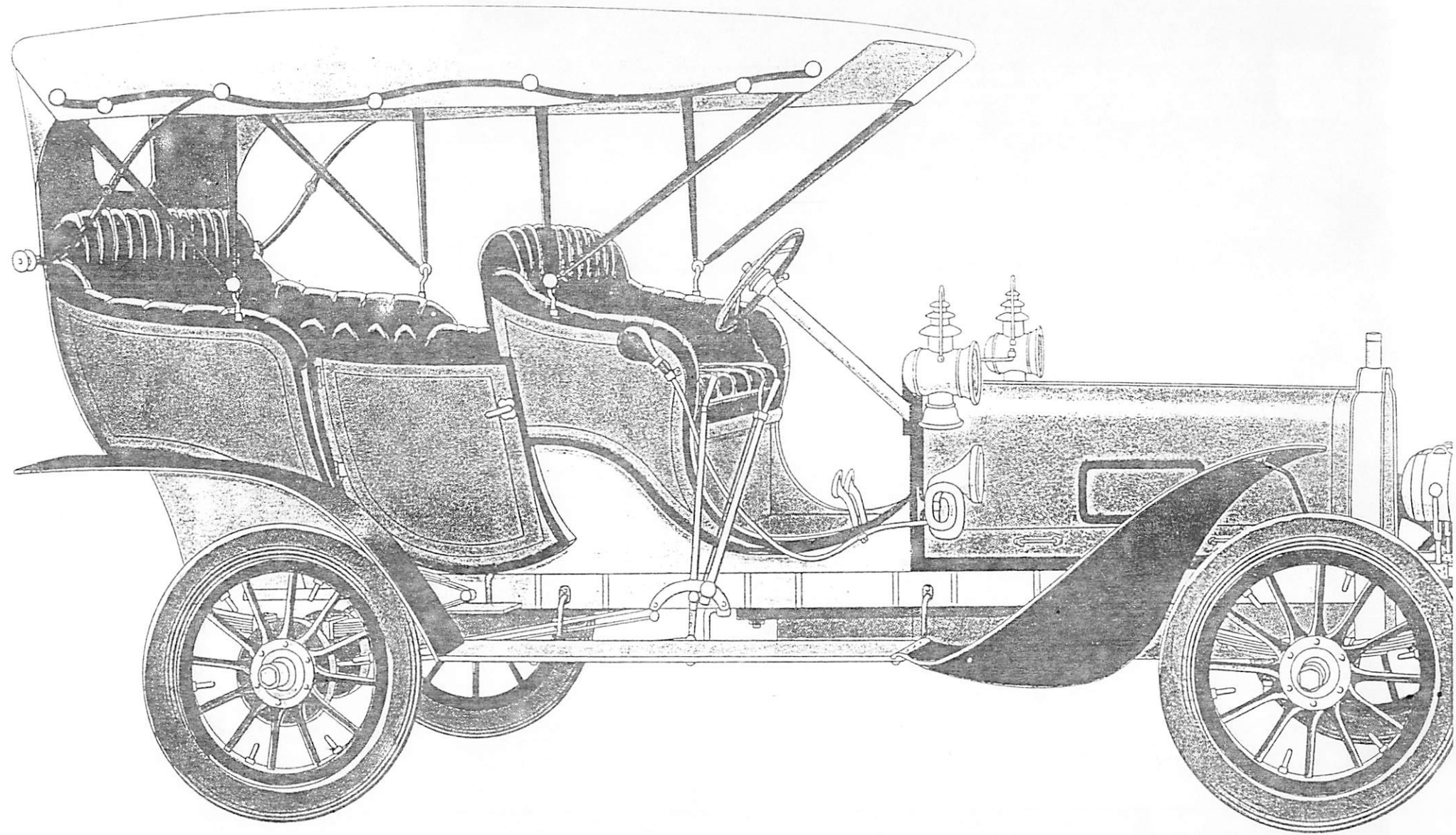
Starting with a total production of 216 cars in 1946, Daimler-Benz in 1985 built more than 540,000 passenger cars, and is acknowledged to be the world's best manufacturer of series production automobiles.

Daimler built the world's first truck in 1896, and today, Daimler-Benz has been the world's largest manufacturer of heavy trucks for more than a decade.

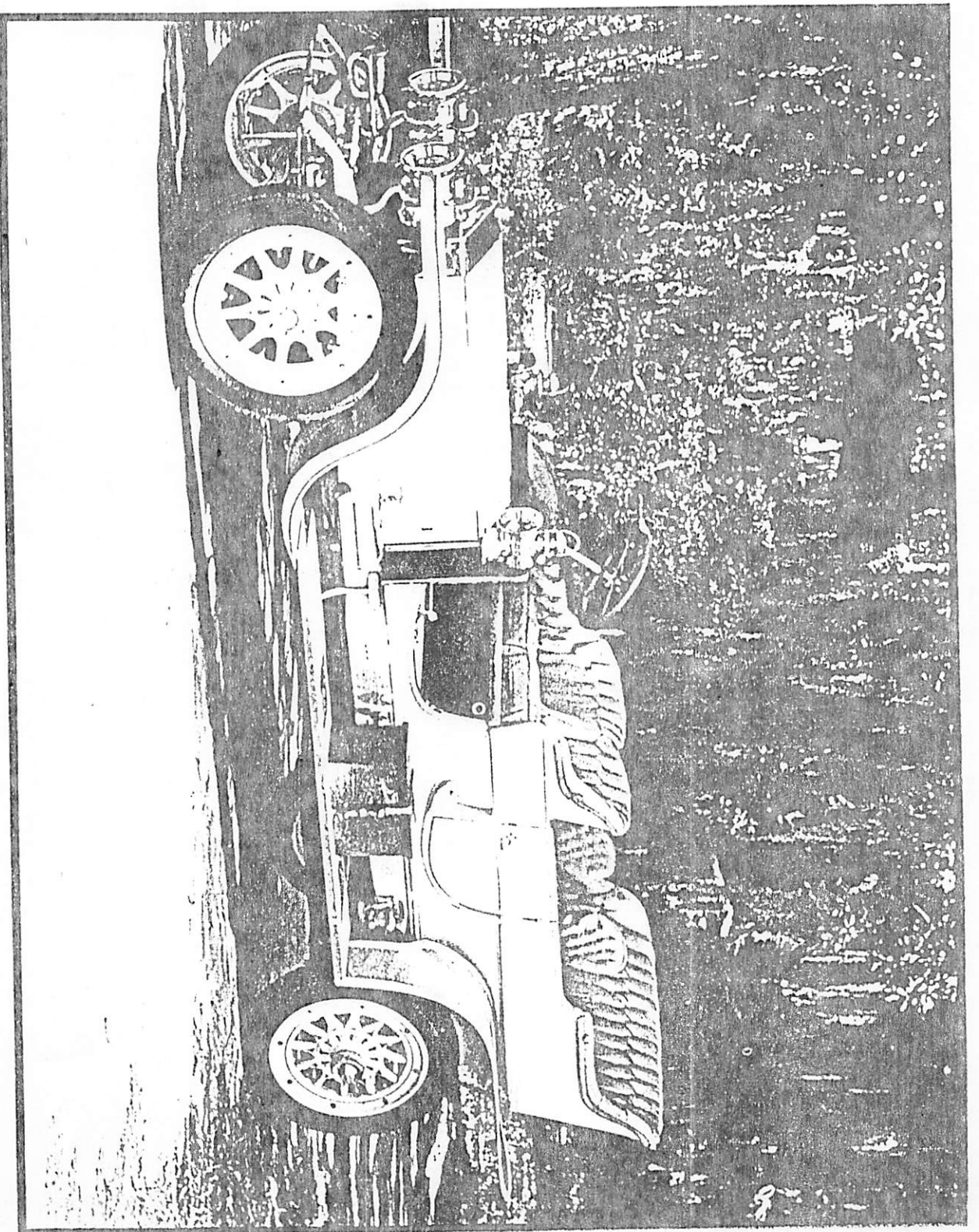
The company does business in practically every country of the world, and last year, 99 years after its birth, made several acquisitions that boosted its gross sales volume over the \$20 billion mark.



1904 Peugeot



Ford Model "K" Touring Car - 1906



1907 ROLLS-ROYCE

The authorized die-cast model of the most famous Rolls-Royce ever. Plated with sterling silver to match the original.



The 1907 Rolls-Royce Silver Ghost. It advances a revolutionary concept in the fascinating and popular field of model car collecting. Perfection.

A scale re-creation with such convincing standards of detail, quality and precision that Rolls-Royce Motor Cars Ltd. has recognized it as the *authorized* die-cast model of The Silver Ghost.

And so scrupulously accurate that company officials have verified the model for authenticity.

Named for its silver-plated trim, metallic-silver paintwork and extraordinary silence, The Silver Ghost offered luxury and performance previously unknown. And the prototype for this die-cast model is based directly on first-hand studies of the original.

Steel dies taken from the prototype are used to cast the more than 127 components needed to build a single model.

The elegant *Roi des Belges* coachwork is hand-polished to a gleaming luster. And the exterior trim is plated with *sterling silver* — protectively coated — matching the original exactly.

There are soft tufted seats, doors that open and close, fully operable steering, complete instrumentation — and engine detailing that shows the *two* spark-

plugs on each of six cylinders.

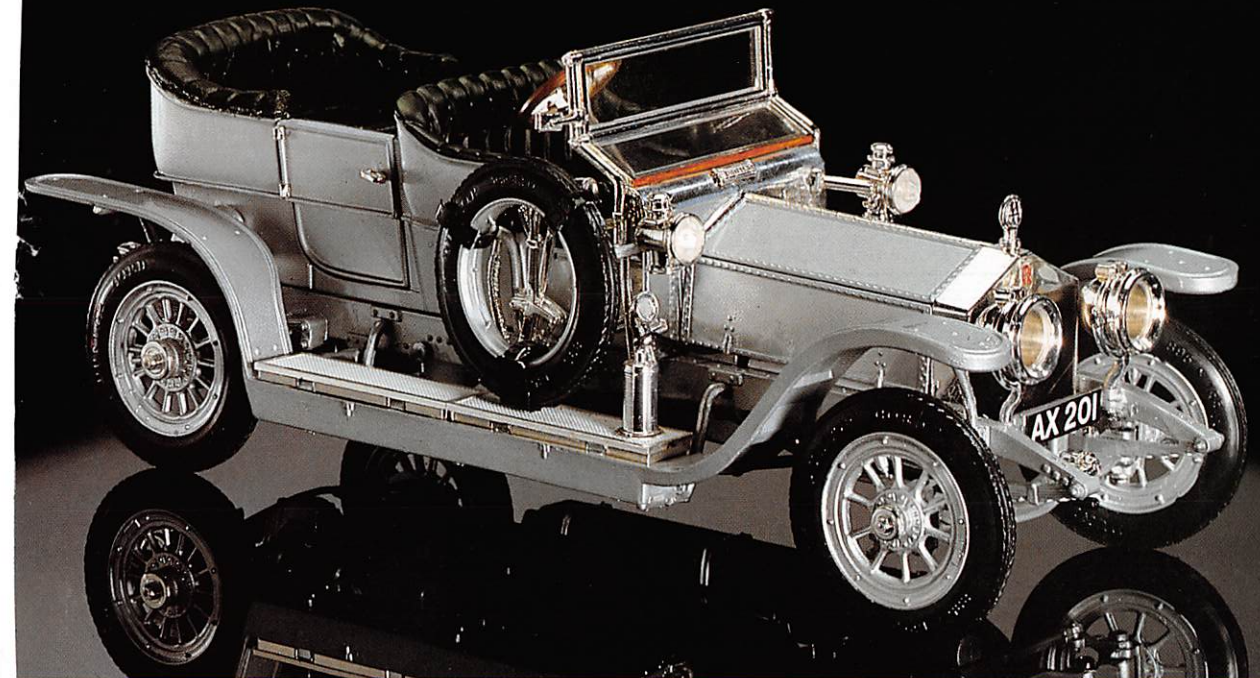
What price perfection? A custom model of this quality would cost hundreds or even thousands of dollars. But The Silver Ghost is just \$120, and payable in four installments of \$30 each.

Crafted and imported exclusively by Franklin Mint Precision Models, it's available by direct application only. So please be sure to enter your order by May 15, 1988.

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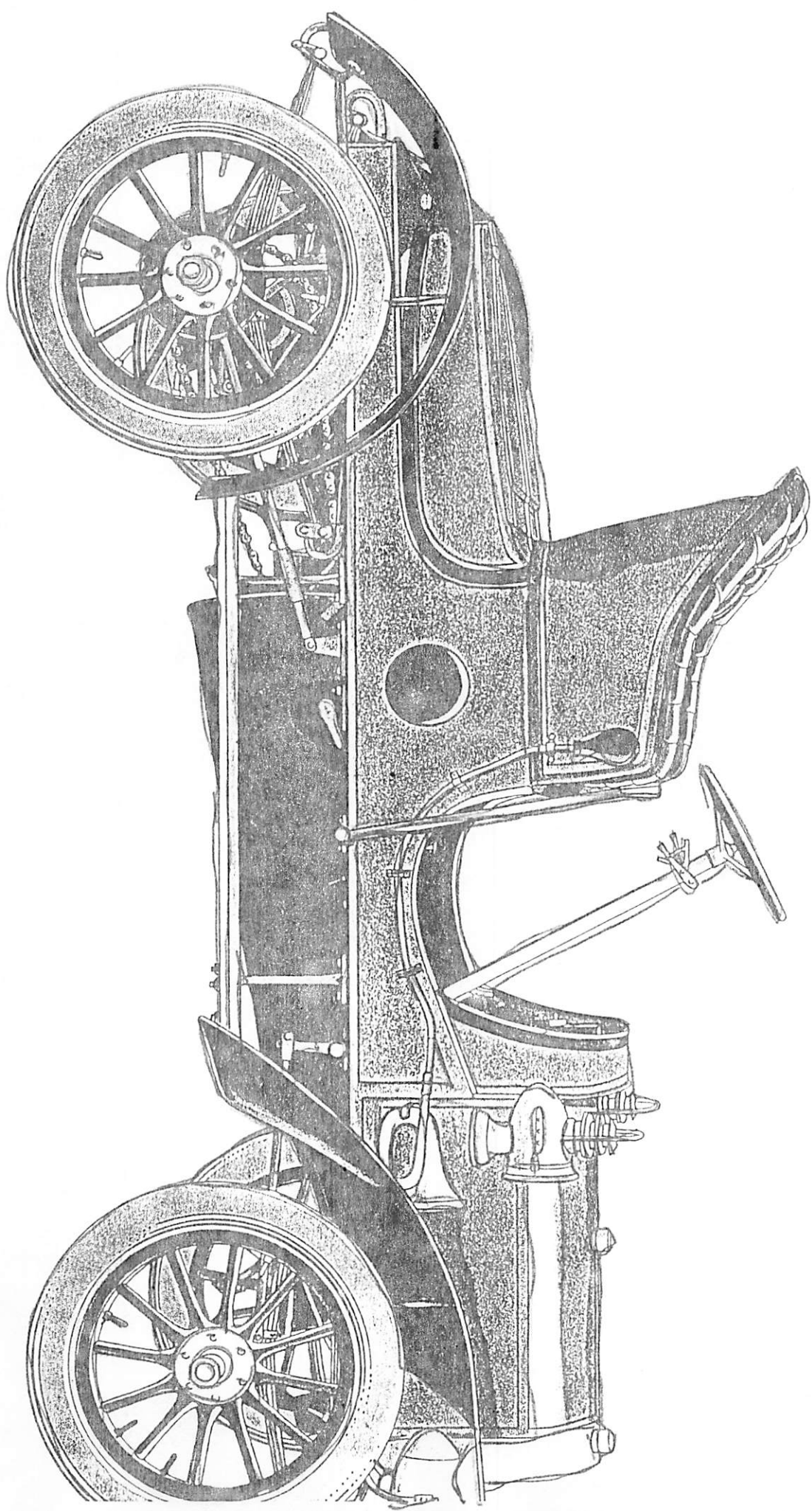
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Rolls-Royce Motor Cars Ltd. demands nothing less than perfection.



Shown smaller than actual size. Length 7 3/4". Scale 1:24

THE SILVER GHOST



Buick "D" Runabout — 1907